

62.25

Henley Floral Co.  
Hartford City, Ind.PELARGONIUMS

1954 - 1955

## WHOLESALE PRICE LIST

Pelargoniums are one of the favorite blooming pot plants for sale during the spring months. WE ENCLOSE A CULTURAL LEAFLET WITH EACH SHIPMENT. By following these suggestions, top-quality plants, full of buds and blooms, will result.

For the past 40 years we have specialized in producing top-quality, free-flowering Pelargoniums for the wholesale florist trade. Several thousand satisfied customers is the result of our constant effort to always ship healthy plants, free from disease or insects.

Notice the different colors - red, pink, shell pink, lilac, lavender, purple, white, orange, salmon, tri-colors, and variegated. Every variety we grow is satisfactory for pot plant culture. If you are not acquainted with variety names, specify the color, or colors, you desire, and we will choose the proper varieties for you.

STANDARD VARIETIES

The following 33 varieties have been selected by us during the past 40 years as excellent varieties for pot plant culture.

AMANDA: Reddish orange to scarlet with white center. Compact growth habit.  
 AZALEA: Rosy red. Free bloomer with large flowers. Strong grower.  
 BALLERINA: Soft shell pink. Large ruffled flowers. Makes well shaped plant.  
 BEVERLY HILLS: Lilac-pink. Good grower. Makes well shaped plant.  
 EASTER GREETING: Bright red with black blotch. Waved petals. Blooms early.  
 EDITH CAVELL: White with maroon eyes. Large flower. Free, early bloomer.  
 EDITH NORTH: Salmon pink, with dark blotches. Very vigorous grower. Early.  
 ERNEST BRUNTON: Camellia red, with two upper petals almost solid crimson.  
 GARDENER'S JOY: White with blotches of deep brown. Large clusters of flowers.  
 GERMAN GLORY: Lilac-pink flowers. Good bloomer, large flowers.  
 GROSSMAMA FISCHER: Clear salmon color. Large ruffled flowers. Makes stocky plants.  
 JESSIE JARRETT: Dark violet, with touch of rose and maroon. Good dark variety.  
 LAVENDER QUEEN: Lavender with purple blotches. Long flowering period.  
 LOIS MAC KAY: Clear rose-pink with maroon blotches. Large head of bloom.  
 LOWELL: Vivid scarlet red with black blotches. Distinctive leaves. Well shaped.  
 LUCY BECKER: Rose pink with maroon and red blotches. Blooms early.  
 MAC KAY NO. 2: Bright salmon-pink. Large heads of flowers.  
 MAC KAY NO. 10: White with maroon blotches on two upper petals. Strong grower.  
 MAC KAY NO. 12: Light lavender with purple blotches. Petals slightly waved.  
 MACKENSEN: Fiery rose pink without blotches. Large ruffled petals.  
 MARIE VOEGEL: Rosy red, shaded with salmon, with dark blotches on 2 upper petals.  
     Large, slightly waved flowers. Free, early bloomer. Very good.  
 MRS. F. RACHLER: Deep rose-red. Similar to Easter Greeting, but has a darker richer color. Large flowers. Makes a quick, strong growth.  
 MRS. LAYAL: True pansy pelargonium. Flowers resemble a pansy. Colored with dark purple, black, etc. Begins blooming early in March. Makes a compact plant continually covered with blooms. Very popular.  
 MRS. MARY BARD: Pure white with light pink veinings. Compact grower.  
 ORCHID EDITH NORTH: Orchid with dark blotches. Flowers lightly waved. Blooms freely, Strong growing variety.  
 PINK VOEGEL: Clear pink, with dark blotches. Flowers waved. Free, early bloomer.  
 RHAPSODY: Tri-color effect with lower petals salmon pink, tinted orange, two top petals velvety crimson-black. Large, waved petals.  
 SANTA MONICA: Shell pink with carmine blotches. Early blooming variety.  
 SALMON SPLendor: Salmon, with apricot undertone. Large head of bloom.  
 SALMON SPRINGTIME: Bright salmon shading to white, with white throat.  
 SPRINGTIME: Distinctive bright pink color, with throat of almost pure white.  
 STARDUST: Palest lilac. Very large flowers with ruffled petals. Free flowering.  
 SWABIAN MAID: Salmon flowers with black blotches. Early blooming variety.

<u>SIZE</u>	<u>PER DOZEN</u>	<u>PER 100</u>	<u>PER 1000</u>
Rooted cuttings	\$2.40 <del>.25</del>	\$16.00 <del>15.00</del>	\$150.00 <del>143.00</del>
2½ inch	\$2.90	\$20.00	\$190.00
3 inch	\$3.85	\$28.00	\$270.00

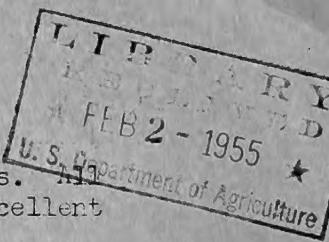
(4 inch, 5 inch, and 6 inch available in January 1955 &amp; later)

(SEE OTHER SIDE FOR 6 PREMIUM VARIETIES)

Other items which we produce in quantity for the wholesale florist trade are listed below:

POINSETTIAS	VINCA VARIEGATA	COLEUS	DUSTY MILLER
ACHYRANTHES	FUCHSIAS	AGERATUM	LANTANAS

Send for our price list or see our ads in the trade papers

PREMIUM VARIETIES

The following 6 varieties are some of the more recent introductions. All of these varieties are outstanding in their color range, and all are excellent for pot plant culture.

**BABY SNOOKS:** This is a new color in the Pansy Pelargonium class. Lower petals palest orchid pink; top petals same ground color, heavily veined rose-violet, with deep red-black blotch in center, flushed raspberry toward petal edges. Very free flowering.

**CHICKADEE:** Another Pansy Pelargonium. Lavender. Upper petals, deep violet blotches. Lower petals, violet eyes. Medium sized pansy flowers. Attractive.

**CIRCUS DAY:** Pink, upper petals deep pink with medium large velvety, brown-lilac blotches flushed with salmon. Large heads of very large flowers.

**CONSPICUOUS:** Shining oxblood or wine red, with elongated black spot in lower petals, veining and blotch in top petals; waved petals edged with a black hairline. Very large and free flowering. Conspicuous is one of the showiest and most distinct varieties to be introduced in years.

**GAY NINETIES:** White upper petals, with medium sized blotches. Lower petals with a few veins to center. Beautiful large round ruffled flowers.

**GRAND SLAM:** Rosy red, with slight salmon undertone. Top petals with velvety red-brown spot, flushed salmon to petal edges. Large flower heads of waved petals. Makes an excellent pot plant.

<u>SIZE</u>	<u>EACH</u>	<u>PER DOZEN</u>	<u>PER 100</u>
Rooted Cuttings	---	\$3.60	\$25.00
2½ inch	40¢	\$4.20	\$30.00
3 inch	50¢	\$5.40	\$40.00

(4 inch, 5 inch, and 6 inch available in January 1955 & later)

TERMS OF SALE

3% discount for cash with your order; 2½/10 days; net/30 days  
ALL PLANTS PRICED OUT OF POTS

NO PACKING CHARGE

6 to 24 of a variety at the dozen rate

25 to 249 of a variety at the 100 rate

250 or more of a variety at the 1000 rate

ALL SHIPMENTS MADE BY RAILWAY EXPRESS UNLESS WE ARE INSTRUCTED OTHERWISE

SHIPMENT OF ORDERS IN NEPONSET PAPER POTS

If shipment in neponset paper pots is desired, please add the following for cost of the pots. We advise that Pelargoniums in bud and bloom be shipped in paper pots.

2½ inch -- \$1.25 per 100      3 inch -- \$1.25 per 100  
4 inch -- \$2.00 per 100

CLAIMS

If there is any damage or loss due to delay enroute, freezing, over-heating, or breakage due to mishandling, report such loss to your express agent immediately upon delivery. Then obtain a bad order report (express form 679) and file your claim.

(For claims against the postoffice, see your local postmaster)

OUR GUARANTEE

We endeavor to make every shipment satisfactory to our customer. If any shipment is not as we represent, please report to us at once. We will write promptly to you.

SUBSTITUTIONS

If no substitution is desired, please so indicate on your order. Otherwise to make prompt delivery, we will feel free to substitute similar varieties if necessary. Thank you.

WE ENCLOSE A CULTURAL LEAFLET WITH EACH SHIPMENT

(Refer to cultural leaflet for data concerning growing suggestions, suggested pinching dates, and information about how to prevent shattering of petals.)

REGULAR GREENHOUSE HOURS

7:00 a.m. to 5:00 p.m., Monday through Saturday

HENLEY FLORAL COMPANY  
(R.M. Henley, Florist)

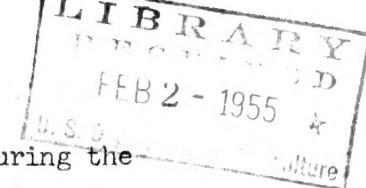
R. M. Henley      Wm. R. Henley  
PELARGONIUM SPECIALISTS  
1510 So. Walnut St. Hartford City, Ind.  
Phone 175

PLANT SPECIALISTS FOR 40 YEARS - 1914 to 1954

PELARGONIUMS

STANDARD VARIETIES

The following 33 standard varieties have been selected by us during the past 40 years as excellent varieties for pot plant culture.



AMANDA: Reddish orange to scarlet with white center. Dark blotches on upper petals. Compact growth habit. Best orange variety.

AZALEA: Rosy red. Two upper petals darker with blotches, lower petals lighter colored. Free bloomer with large flowers and clusters. Strong grower.

BALLERINA: Soft shell pink with all petals ruffled. Large flowers. Very free flowering. Best shell pink variety. An outstanding variety. Makes well shaped plant.

BEVERLY HILLS: Large clusters of lilac-pink flowers. Purple blotches on two upper petals. Good grower. Makes well shaped plant. A good variety.

EASTER GREETING: Flowers a bright red, each petal marked with a black blotch. Slightly waved petals. Variety remarkable because of it's long blooming season, beginning in March. One of the most popular varieties.

EDITH CAVELL: White with maroon eyes on each petal, striking color. Large flower, Free early bloomer.

EDITH NORTH: Salmon pink, shaded deeper on two upper petals, with dark blotches. Very vigorous grower, holding its trusses of flowers well above the foliage.

ERNEST BRUNTON: Camellia red with two upper petals almost solid crimson. Large flowers. Strong grower. Makes compact stocky plant.

GARDENER'S JOY: White with blotches of deep brown. Large clusters of flowers and beautiful foliage. Same as "Mother."

GERMAN GLORY: Lilac-pink flowers. Strong grower. Good bloomer. Similar to Beverly Hills.

GROSSMAMA FISCHER: Rich clear salmon color. Large ruffled flowers with red veins. Makes stocky plant. Early bloomer. Excellent variety. Very popular.

JESSIE JARRETT: Dark violet, rose and maroon. Upright growth. Good dark purple variety. Similar to Joan Fontaine.

LAVENDER QUEEN: Beautiful lavender color with purple blotch on each petal. Large head of bloom. Long flowering period. Popular lavender variety.

LOIS MACKAY: Clear rose-pink with maroon blotch on two upper petals. Large waved petals and large head of bloom. Good shape.

LOWELL: Vivid scarlet red with black blotches on all petals. Distinctive foliage. Makes good, compact plant. Free blooming over long period. Recommended.

LUCY BECKER: Rose pink with maroon and red blotches. Sport of Easter Greeting. Blooms early, beginning in March. Always popular.

MACKAY NO. 2: Bright salmon pink color. Large flower heads. Makes well shaped plant. Very good variety.

MACKAY NO. 10: White with maroon blotches on two upper petals. Strong grower. One of the best white varieties.

MACKAY NO. 12: Light lavender with large purple blotches on two upper petals. Petals slightly waved. Good strong growing variety.

MACKENSEN: Fiery rose pink with immense clusters and very pure color without blotches. Large ruffled petals. Upright grower. Early bloomer.

MARIE VOGEL: Rosy red, shaded with salmon with dark blotches on two upper petals. Flowers very large, slightly waved. Upright grower. Free bloomer. Blooms early over long period. Probably the best all around variety. Highly recommended.

MRS. F. BACHLER: Deep rose-red. Similar to Easter Greeting but has a darker, richer color. Dark blotches on 2 upper petals, red veins in 3 lower petals. Large flowers. Makes quick, strong growth. Very good variety.

MRS. LAYAL: True pansy pelargonium. Flowers resemble a pansy and are colored white, dark purple, black, etc. Begins blooming early in March. Compact plant continually covered with bloom. Popular variety.

MRS. MARY BARD: Pure white with light pink veinings. Compact grower. Very good. The whitest variety available.

(Descriptions continued on other side)

ORCHID EDITH NORTH: Orchid sport of Edith North. Darker blotches on the two upper petals. Strong, upright grower. Early bloomer.

PINK VOGEL: Clear pink, with dark blotches on two upper petals. Flowers large, slightly waved. Sport of Marie Vogel. Blooms freely over long period. Excellent variety.

RHAPSODY: Tri-color effect with lower petals salmon pink, tinted orange, 2 top petals solid velvety crimson-black. All petals waved. Large flowers. Strong grower.

SANTA MONICA: Shell pink with carmine blotches on 2 upper petals. Large flowers. Early blooming. Excellent variety.

SALMON SPLENDOR: Salmon, with apricot undertone, with blotches on all petals. Bushy growth, free flowering. Large round flowers with petal margins waved. Large head of bloom. A superior salmon variety.

SALMON SPRINGTIME: Bright salmon shading to white, with white throat. Striking color. Sport of Springtime. Growth similar to Springtime. Excellent early blooming variety.

SPRINGTIME: Distinctive bright pink color with throat of the flower almost pure white. Flowers daintily ruffled. Very long period of bloom beginning in April. Very popular variety.

STARDUST: Palest lilac. Very large flowers with ruffled petals. Free flowering. Bushy growth. Best lilac variety ever developed. This variety is sure to please.

SWABIAN MAID: Salmon flowers of large size, strikingly set off by black blotches at the base of each petal. Sport of Easter Greeting. Early blooming variety.

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HENLEY FLORAL CO.  
(R.M.Henley, Florist)

R.M. Henley

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1510 So. Walnut St.

Wm. R. Henley

Hartford City, Ind.